

a look
design
Client Questionnaire

Timeline. When do you need this done? (Earliest Date/Latest Date)

What are all the words/names/taglines, etc. that need to be included in the design?

What type of fonts do you like?

What colors do you like?

What inspires you for this project?

Do you have any research files, websites, pinterest boards, etc. that you would like to share with me?

Do you have any images, symbols, photos, etc. that you want to use? (If yes, please include/send)

Do you have an idea, sketch, etc. that you want me to work from? (If yes, please include/send)

Are you working with any other artists, photographers, copy writers, etc.? Please include their contact info.

a look design

Financial Information

The main concern and question that everyone asks is "how much is this going to cost me?!" I bid every project on a case-by-case basis, as every client and their needs are unique.

FEES/ESTIMATES

There will be a non-refundable deposit of \$75 for every project due at contract signing.
All fees are expected to be paid before the final project is completed before final files are sent to the client.
I will work in a fee payment schedule to the project, if requested.

Estimate for logo development, design, logo files: \$750

Unless special agreements are otherwise made in writing, fees and expenses of others will be your responsibility and will be billed directly to you. These costs will be approved by you in writing in advance of being incurred. You will be invoiced for all reimbursable expenses, together with appropriate documentation evidencing such expenses. Reimbursable expenses shall be paid by you within 21 days of the date of the invoice.
It is understood that in an estimate there may be more fees accrued due to revisions, change in direction, new ideas, etc. If work is revised AFTER final approval the client will be billed at an hourly rate of \$65/hour for general design; \$85/hour for branding and/or identity design.
At this time, I receive payment by way of: cash, check, or square cash.
All checks must be payable to SASHA TIMEN and send to: **PO Box 645, Talent, OR 97540**

LEGAL STUFF THAT IS INCLUDED IN EVERY CONTRACT

PRIMARY POINT OF CONTACT

In order for Sasha Timen to perform my services for you in an effective and efficient manner, you agree to:

- Be responsible for decisions and for answering and resolving issues/questions and final approval of work.
- Provide all information and documentation that Sasha Timen may request from you or that may otherwise be useful to use in connection with the performance of services.
- Immediately advise Sasha Timen of any changes to your operations or other information that may require a change in the scope of particulars of the service.
- If you want to increase/decrease the scope of the services described above, or want to add additional services Sasha Timen requires that any such changes be mutually agreed to in writing and attached to this agreement as an addendum.

HANDLING OF DISPUTES

This agreement will be governed by and construed in accordance with the laws of OREGON. Any dispute that arises relating to this agreement shall be settled by arbitration in Jackson County, Oregon, in accordance with the rules of the American Arbitration Association, provided that discovery shall be governed by the civil procedure rules of Oregon or any successor statute, and judgment upon the award rendered may be entered in any court having jurisdiction. You agree to waive any objection to the jurisdiction of such venue. Notwithstanding the preceding paragraph, with respect to the collection of past due monies that you owe to Sasha Timen in accordance with the terms of this letter agreement equal to or less than the jurisdictional limit for small claims court in Oregon, Sasha Timen shall be permitted, in Sasha Timen's sole discretion, to bring a summary proceeding against you in such court and you agree to waive any objection to personal jurisdiction or venue, and any right to a trial before jury, in any proceeding in these courts. You agree to pay all costs and expenses, including but not limited to, reasonable attorney fees and court costs, for the collection and/or enforcement of any obligation under this agreement, whether or not a lawsuit or arbitration is commenced.

TERMINATION

This agreement will continue until completion of the services, unless terminated earlier by either party upon 14 days advance written notice. Should either party terminate this agreement prior to the end of the term, you will pay to Sasha Timen the unpaid portion of fees for services that were performed, plus all unpaid reimbursable expenses.

Notwithstanding the previous paragraph, if you intentionally or repeatedly do not abide by these terms and the situation is not resolved within 10 days of receiving written notification from Sasha Timen, we reserve the right to end the project immediately.

DESIGN RIGHTS

Sasha Timen reserves the right to utilize any and all designs created in the portfolio for A LOOK:DESIGN. The client agrees to wait until approval of final product for use of logo and any other designs created. Please be responsible in your use and crediting of design work in future use of design. Tag and acknowledge when necessary.

INDEPENDENT CONTRACTOR STATUS

You understand that you are engaging Sasha Timen as an independent contractor. This agreement is not intended to create any partnership, joint venture, co-ownership, agency, or employment relationship between us. Unless Sasha Timen specifically agrees to, in writing, Sasha Timen will not act for you as your agent or make commitments for you or on your behalf.

MISCELLANEOUS

This agreement shall only be amended upon the written approval of both parties. You are not permitted to assign your rights, duties, or obligations under this agreement to any other party without Sasha Timen's prior written consent. This agreement constitutes the entire agreement between you and Sasha Timen with respect to the performance of the services set forth above. This agreement supersedes any previous agreements between these parties relating to the performance of these services. It is a pleasure to have the opportunity to serve you.



Every project and every client is unique and requires various forms of feedback, revisions, needs, etc. That being said, there is a process that works with mostly everyone and knowing what the process and needs of each party involved will be helpful for the process. The following are frequently asked questions and a look into the journey we will embark on.

• **How does this work?**

We are working together in a creative process so this may look a little different for you but the basic idea is working together to create something that reflects who you are and what you represent through graphic design. You will give me all of your ideas, what you want, fill out the questionnaire, we will discuss your needs, we will discuss finances, and after the contract is signed I'll get to work! The timeline looks a little like this:

- *Review contract. Sign and send back with deposit.*
- *Once contract is received I will begin putting together comps. You will receive three (3) comps to review.*
- *You will review the comps and respond with any feedback you have. Please be sure to be very detailed in your review. This can be done in person or via email, whatever you are comfortable with.*
- *After I have received feedback, I will update the comps with what you'd like to see. We should go through this process 1-3 times for revisions. But this is, of course, dependent upon if we get the first round pretty much good to go.*
- *Once we have settled on a design, I will need to get written FINAL APPROVAL from you (simply send an email stating final approval to the final design).*
- *All payments will be sent in. I will create final files for you and send to you to use at will.*
- *You have a fancy design that you get to use for your new biz!*
- *Dance a celebration jig. (Not a requirement but some people like to celebrate this way.)*

• **What is feedback and how to I give it?**

Feedback is basically you letting me know what you like, dislike, what to see more of (less of), changes that need to be made, etc. This will begin after the first comp that I send to you and thereafter until the design is completed. Please be as specific as you can for revisions that need to be made, include if you would like to see different font styles, colors, images, etc used. This process can be a little tedious and stressful if communication is being misunderstood so please be precise and respectful during this portion of the process. I always suggest that you include someone else in the process because another set of eyes will help you see other aspects of the project. However, please include those that know what you are looking for and do not include too many sets of eyes, as that can get very confusing and complicated. Feedback is something that should happen within 1-3 days after you have received the first comp/revisions. Please be prompt in getting your requests, etc. to me. This process can be done over the phone, via email, in person, etc.

• **How much is this going to cost?**

That's the REAL question that we all want to know! The quick answer is: I'm not sure until I know what you want. I bid every project on a case-by-case basis because every client and their needs are different. I create bids off of experience with other projects that are similar so I can usually give an idea quickly after our initial meeting. Remember, all design is an investment in your future and the look of your business which is priceless!

• **How long will this take?**

That will depend on a lot of variables. Deadlines will get the work done faster so if you want something done by a specific date/time we will make that happen.